## **ORDER**

Orders Order / Rev: 106970 06855644 Alt Order #: BERKLEY FOR SENATE Product Desc: 30S Estimate: 09/25/12 - 10/01/12 Flight Dates: Primary AE: Amy McCreary 09/24/12 / 09/26/12 Sales Office: Original Date / Rev: **BLPHI GENERAL** Order Type: Sales Region: National **Shorr Johnson Magnus** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1831 Chestnut St. EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: Berkley, Shelley for Senate A35+ New Business Thru: Demographic: **Product Codes:** PLC01 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	60	\$37,300.00	\$31,705.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$37,300.00	\$31,705.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	73	\$46,400,00	\$39 440 00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	17%	\$46,400.00
Market	100%	\$272,941.18

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$100,988.24
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$62,776.47
KTUD	0%	\$0.00
KVVU	20%	\$54,588.24
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,188.24

L	n Ch	Star	t I	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Ε	1 KSN	V 09/25	/12 0	9/28/12	Wake Up Early w/	Wagn€M	430a-5a	- TWT	:30	4	\$50.003	0.00 NM	4	\$200.00
					Wake Up Early W	agners								
	WAK	E UP												
	9	Start Date	<u>En</u>	nd Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln         Ch         Start         End         Inventory Code         Break         Start/End Time         Days         Len         Spots         Rate         Pri         Rtg Type         Spots           E 1         KSNV         09/25/12         09/28/12         Wake Up Early w/ WagneM         430a-5a         -TWT         :30         4         \$50.00 3         0.00 NM         4           WAKE UP           Start Date Start Date Week: 09/24/12         End Date O9/30/12         Weekdays Spots/Week Stork         Rate RTWT         Rating O.00           E 2         KSNV         10/01/12         10/01/12         Wake Up Early w/ WagneM         430a-5a         M         :30         1         \$50.00 3         0.00 NM         1           WAKE UP	\$200.00 \$50.00
WAKE UP    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	\$50.00
Week: 09/24/12       09/30/12       - TWT       4       \$50.00       0.00         E 2 KSNV 10/01/12 10/01/12 Wake Up Early w/ Wagn@M       430a-5a       M       :30       1       \$50.00 3       0.00 NM       1         Wake Up Early Wagners       Wagn@M       430a-5a       M       :30       1       \$50.00 3       0.00 NM       1	\$50.00
E 2 KSNV 10/01/12 10/01/12 Wake Up Early w/ WagneM 430a-5a M :30 1 \$50.00 3 0.00 NM 1 Wake Up Early Wagners	\$50.00
Wake Up Early Wagners	
WAKE UP	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/01/12 10/07/12 M 1 \$50.00 0.00	
E 3 KSNV 09/25/12 09/28/12 M-F 5-6a WakeUp w/Wa@M 5-6a -TWTF :30 8 \$325.00 1 0.00 NM 3 M-F 5-6a WakeUp w/Wagners	\$975.00
WAKE UP	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/24/12         09/30/12         - TWTF         3 \$325.00         0.00	
E 4 KSNV 09/25/12 09/28/12 M-F 6-7a WakeUp w/Wa@M 6-7a -TWTF :30 6 \$650.001 0.00 NM 6	\$3,900.00
M-F 6-7a WakeUp w/Wagners WAGNERS	
Start Date	
Week: 09/24/12    09/30/12    - TWTF    6    \$650.00    0.00      Spot    Ch Date Range    Description    Start/End Time    Weekdays    Length    Rate    Rtg    Type	
1 KSNV 09/24/12-09/30/12 M-F 6-7a WakeUp w/Wagner6-7a - TWThF :30 <del>(\$650.00)</del> 0.00 NM	
See MG 4.9,4.10 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	
6 KSNV 09/24/12-09/30/12 M-F 6-7a WakeUp w/Wagner6-7a - TWThF :30 <del>(\$650.00)</del> 0.00 NM	
See MG 4.9,4.10 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	
9 KSNV 09/27/12-09/28/12 M-F 6-7a WakeUp w/Wagner 6-7a ThF :30 \$650.00 0.00 NM	
10 KSNV 09/27/12-09/28/12 M-F 6-7a WakeUp w/Wagner 6-7a ThF :30 \$650.00 0.00 NM	
MG for 4.1,4.6     [Revised Rate to Reinstate]	
E 5 KSNV 10/01/12 10/01/12 M-F 5-6a WakeUp w/WaQM 5-6a M :30 2 \$450.001 0.00 NM 2	\$900.00
M-F 5-6a WakeUp w/Wagners WAKE UP	
Start Date	
Week: 10/01/12         10/07/12         M         2         \$450.00         0.00           E 6         KSNV         10/01/12         10/01/12         M- F 6-7a         WakeUp w/Wa@M         6-7a         M :30         2         \$700.00 1         0.00 NM         2	\$1,400.00
M-F 6-7a WakeUp w/Wagners	ψ1,400.00
WAGNERS Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/01/12 10/07/12 M 2 \$700.00 0.00	
E 7 KSNV 09/25/12 09/28/12 Today Show CM 658a-9am - TWTF :30 6 \$850.00 1 0.00 NM 6 Today Show	\$5,100.00
TODAY SHOW	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/24/12         09/30/12         - TWTF         6         \$850.00         0.00	
E 8 KSNV 10/01/12 10/01/12 Today Show CM 658a-9am M :30 2 \$900.00 1 0.00 NM 2	\$1,800.00
Today Show TODAY SHOW	
Start Date	
Week: 10/01/12	\$1 050 00
_   # Normy U#/2/12 UM/20/12 WEE LUGAY 3HOW H.3HO MEIUA	\$1,050.00
M-F Today Show II	
M-F Today Show II TODAY SHOW II	
M-F Today Show II	
M-F Today Show II  TODAY SHOW II <u>Start Date</u>	\$1,275.00

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Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 12 KSNV 09/25/12 09/28/12		12-1230pm	- TWTF	:30	3 \$425.00 1	0.00 NM	3	\$1,275.00
NEWS	Noon News							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	- TWF 3	\$425.00	0.00					
Spot Ch Date Range  1 KSNV 09/24/12-09/30/12		rt/End Time 1230pm	-	<u>//eekdays    L</u> ·TWThF		Rtg Type 0.00 NM		
See MG 12.5	NOOT News	1230pm		1 WIIII	.30 <del>(ψ-20.00)</del>	0.00 14171		
[.NOT AVAILABLE RA	TE] NOT AVAILABLE RATE							
5 KSNV 09/27/12-09/28/12	Noon News 12-	1230pm	-	ThF	:30 \$425.00	0.00 NM		
MG for 12.1 09/26 [Revised Rate to Reins	tatel							
E 13 KSNV 10/01/12 10/01/12	•	12-1230pm	M	:30	1 \$425.00 1	0.00 NM	1	\$425.00
	Noon News	·						
NEWS	Maakdaya Caata/Maak	Doto	Doting					
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$425.00	Rating 0.00					
E 21 KSNV 09/25/12 09/28/12	2 Dr. Phil CM	3-4p	- TWTF	:30 8	3 \$225.003	0.00 NM	4	\$900.00
DD DIW	Dr Phil							
DR. PHIL Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	- TWTF		0.00					
E 22 KSNV 09/30/12 09/30/12	News 3 Live in Prime CM	7-10pm	S	:30 2	2 \$900.002	0.00 NM	2	\$1,800.00
NEWS	News 3 in Prime							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	S 2		0.00					
E 23 KSNV 09/25/12 09/28/12	` ,	4-5pm	- TWTF	:30	\$225.003	0.00 NM	2	\$450.00
NEWS	4PM NEWS (1 hour)	(4:00 PM-4:3	80 PM)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	- TWTF 2	*	0.00					
E 24 KSNV 09/25/12 09/28/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:0	- TWTF	:30	4 \$700.00 1	0.00 NM	4	\$2,800.00
NEWS	4FIVI NEWS (Tiloui)	(4.30 F W-3.0	O FIVI)					
Start Date End Date			Rating					
Week: 09/24/12 09/30/12	- TWFF 4	ψ. σσ.σσ	0.00	00	Φ <b>7</b> 05 00 4	0.00 NIM		<b>#705.00</b>
E 25 KSNV 10/01/12 10/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm	M	:30	1 \$725.001	0.00 NM	1	\$725.00
NEWS	(							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/01/12 10/07/12 E 26 KSNV 09/25/12 09/28/12		\$725.00 5-630p	0.00 - TWTF	:30 5	5 \$1,000.001	0.00 NM	5	\$5,000.00
220 NOINV 03/23/12 03/20/12	M-F Early News	5 050р	- 1 W11	.50	φ1,000.001	0.00 14101	3	ψ5,000.00
NEWS								
Start Date End Date Week: 09/24/12 09/30/12		<u>Rate</u> 5 \$1,000.00	Rating 0.00					
E 28 KSNV 10/01/12 10/01/12		5-630p	M	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
	M-F Early News	'			. ,			. ,
NEWS Stort Data - End Data	Mookdovo Choto/Marsh	Doto	Poting.					
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week		Rating 0.00					
E 30 KSNV 09/25/12 09/28/12		730-758pm	- TWTF	:30	3 \$800.001	0.00 NM	3	\$2,400.00
EACE TO EACE	Face to Face w/ J.Ralston							
FACE TO FACE Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	- TWTF 3		0.00					

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Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	me Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
E30 KSNV	09/25/1	2 09/28/12	FacetoFace/Ralst	•	730-758pm	- TWTF-	- :30	3 \$800.001	0.00 NM	3	\$2,400.00
FACE T	O FACE		Face to Face w/	J.Ralston							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/30/12	- ТWГF	3	\$800.00	0.00			D: T		
	Date Ra		escription acetoFace/Ralston		t/End Time 758pm		Weekdays - TWThF		Rtg Type 0.00 NM		
	e MG 30		accior acc/riaision	ricpon 100	тоории		TWITH	.50 (φοσο.σσ)	0.00 14101		
			E] NOT AVAILABL								
_			acetoFace/Ralston	Report 730-	·758pm		Th	- :30 \$800.00	0.00 NM		
~	for 30.2 evised Ra	ate to Reinsta	atel								
			FacetoFace/Ralst	on Rep@M	730-758pm	M	- :30	1 \$900.001	0.00 NM	1	\$900.00
			Face to Face w/	J.Ralston	•						
	O FACE	End Date	Weekdays	Spots/Week	Pata	Rating					
Week: 10/		10/07/12	M	<u>3pois/Week</u>	<u>Rate</u> \$900.00	0.00					
E32 KSNV	09/29/1	2 09/29/12	Vegas Inc.	CM	6:30-8pm	S	- :30	1 \$225.002	0.00 NM	1	\$225.00
\/5040			Vegas Inc.								
VEGAS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/30/12	S-	<u> </u>	\$225.00	0.00					
E33 KSNV	09/25/1	2 09/28/12	•	CM	630-730pm	- TWTF-	- :30	3 \$1,000.001	0.00 NM	3	\$3,000.00
IEODA	RDY/WH	EEI	M-F Jeopardy/Wh	neel of Fortune	е						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/30/12	- ТWГF		\$1,000.00	0.00					
E35 KSNV	09/29/1	2 09/29/12	Weekend Jeopard	•	630-730pm	S	- :30	1 \$500.001	0.00 NM	1	\$500.00
JEOPA	RDY/WH	IFFI	WKND Jeop/Whe	eel							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/30/12	S-	1	\$500.00	0.00					
E41 KSNV	09/25/1	2 09/28/12	The Tonight Show	v CM	1135p-1237a	- TWTF-	- :30	3 \$425.001	0.00 NM	3	\$1,275.00
TONIGI	HT SHO\	N	Tonight Show								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/30/12	- TWFF	3	\$425.00	0.00					
E42 KSNV	10/01/1	2 10/01/12	The Tonight Show Tonight Show	v CM	1135p-1237a	M	- :30	1 \$500.001	0.00 NM	1	\$500.00
TONIGI	HT SHO\	N	ronight onow								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	M	1 CM	\$500.00	0.00	.20	2 64 400 00 4	0.00 NM	3	¢2 200 00
E 43 KSNV	09/23/1	2 09/20/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135pi	m - TWTF-	- :30	3 \$1,100.001	U.UU INIVI	3	\$3,300.00
NEWS											
	rt Date	End Date	<u>Weekdays</u> - TWTF	Spots/Week	<u>Rate</u>	Rating					
Week: 09/ E44 KSNV		09/30/12	M-F News 3 at Ele		\$1,100.00 11pm-1135pi	0.00 m M	- :30	1 \$1,200.001	0.00 NM	1	\$1,200.00
L TT NOIV	10/01/1	2 10/01/12	M-F News 3 at El		Пршттоорі	11 141	.50	ι ψι,200.00 ι	0.00 14101		ψ1,200.00
NEWS	_				_						
Sta Week: 10/	rt Date /01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,200.00	Rating 0.00					
E 45 KSNV			Sa-Su News 3 at		11pm-1135pi		S :30	2 \$1,100.001	0.00 NM	2	\$2,200.00
		: <del></del> : -	Sa-Su News 3 at		,	5		, ,			, ,
NEWS	t D-1 -	End D-1-	\\\o a   -	Cnot-MM1	Data	Doti					
Sta Week: 09/	rt Date /24/12	End Date 09/30/12	<u>Weekdays</u> SS	Spots/Week 2	Rate \$1,100.00	Rating 0.00					
E 46 KSNV			News 3 Sunrise -		6a-7a		S :30	1 \$325.001	0.00 NM	1	\$325.00
			News 3 Sunrise S	SUNDAY							
NEWS	rt Date	End Date	Weekdays	Spots/Week	Poto	Pating					
<u> </u>	iii Dale	LIIU Dale	vveenuays	opots/week	Rate	Rating			ļ		

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**KSNV** 

Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E46 KSNV	09/30/12	09/30/12			6a-7a	S	:30	1	\$325.001	0.00 NM	1	\$325.00
NEWS			News 3 Sunrise S	SUNDAY								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2	24/12	09/30/12	S	1	\$325.00	0.00						
E47 KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	S	:30	1	\$625.001	0.00 NM	1	\$625.00
0111170	D 437		Sunday Today									
SUN TO	DAY											
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2	24/12	09/30/12	S	1	\$625.00	0.00						

Totals 73 \$46,400.00